
PROFESSIONAL SUMMARY

Seasoned Digital Marketing Specialist with a proven history of driving successful marketing initiatives and bolstering brand visibility across diverse sectors. Proficient in advertising coordination, product development, customer relationship management, and social media strategy. Skilled in leveraging data analytics to optimize campaigns and stay ahead of market trends. Adept at fostering partnerships and collaborating with cross-functional teams to achieve organizational objectives.

PROFESSIONAL SKILLS

- Market research
 - Brand management
 - Promotional campaigns
 - Social Media Marketing
 - Search Engine Optimisation
 - Search Engine Marketing
 - Digital marketing
 - Advertising coordination
 - Product Development
 - Customer Management
 - Microsoft Office Suite
 - Social Media Management
 - Google Analytics/Adwords
 - CRM Tools
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WORK EXPERIENCE

Digital Marketing Manager

Tee Extensions

March 2023 - January 2024

- Spearheaded the development and execution of comprehensive marketing strategies, resulting in heightened brand visibility and increased customer engagement.
- Orchestrated digital marketing campaigns, establishing collaborative partnerships with influencers to drive product promotion and market penetration.
- Conducted in-depth market analysis to discern consumer behavior patterns and identify lucrative growth opportunities, ensuring strategic alignment with organizational objectives.
- Directed social media initiatives, ensuring dynamic and interactive engagement with the target audience while monitoring key performance metrics to gauge campaign effectiveness.
- Stayed abreast of evolving industry trends and competitor activities, providing valuable insights to inform strategic planning and maintain competitive advantage.

Digital Marketing Manager

Radeus Business Technology

April 2022 - February 2023

- Formulated and implemented effective marketing strategies to facilitate successful product launches, resulting in amplified brand visibility and heightened consumer engagement.
- Led cross-functional teams in enhancing online presence and orchestrated seamless corporate events to drive brand resonance and foster client relations.
- Collaborated with production, graphic design, and web-design teams to coordinate the creation of compelling corporate communications materials.
- Crafted and executed comprehensive public relations strategies to safeguard and enhance the brand's image, ensuring consistent and impactful communication with stakeholders.
- Leveraged a diverse array of analytics tools to meticulously analyze marketing performance, extracting actionable insights to refine strategies and drive continuous improvement.

Digital Marketing Manager

Gemnita Hair

January 2021- February 2022

- Devised and executed innovative marketing strategies to effectively promote multiple brands, resulting in exponential growth of the online following and heightened sales volume.
- Conducted rigorous data analysis to evaluate campaign effectiveness and refine strategies for optimal performance, ensuring alignment with organizational objectives.
- Facilitated seamless collaboration with cross-functional teams to develop and implement integrated marketing campaigns, ensuring cohesive brand messaging across channels.
- Conducted extensive market research to discern consumer preferences and behavior patterns, informing targeted marketing initiatives and driving competitive advantage.
- Played a pivotal role in devising resonant marketing campaigns that effectively engaged and captivated the target audience, fostering brand loyalty and affinity.

Social Media Manager

Kunmi Exchange

May 2020 - January 2021

- Conceptualized and executed content calendars to align with overarching marketing strategies, driving engagement and amplifying brand visibility across social platforms.
- Conducted thorough competitive research and benchmarking to gain valuable insights into target audience demographics, preferences, and behaviors.
- Monitored and managed the company's online presence, proactively engaging with users to nurture customer relationships and drive user satisfaction.
- Analyzed social media and online marketing campaign performance, leveraging insights to optimize strategies and enhance audience engagement.
- Employed community management strategies to promptly respond to user feedback and inquiries, enhancing overall user satisfaction and brand perception.

Public Relations Intern

Media Panache

November 2019 - January 2020

- Crafted impactful press releases that effectively communicate key messages and company news to the media and target audience.
- Orchestrated end-to-end management of digital marketing campaigns, from conceptualization to execution, ensuring seamless integration across platforms.
- Cultivated strategic partnerships with influencers and collaborators to amplify brand messaging and resonate with target demographics authentically.
- Stayed abreast of industry trends and best practices in press release writing and media monitoring, continuously enhancing skills and knowledge to drive results.
- Stayed at the forefront of industry trends and competitor activities, continuously refining strategies to maintain a competitive edge and capitalize on emerging opportunities.
- Contributed to the development of holistic marketing plans, integrating PR, events, and advertising initiatives to deliver cohesive brand messaging and drive results.

EDUCATION

University of Lagos

Bachelor of Science [B.Sc] - Mass Communication
2016 - 2020

CERTIFICATION

Google Digital marketing Skills
Fundamentals of Digital Marketing